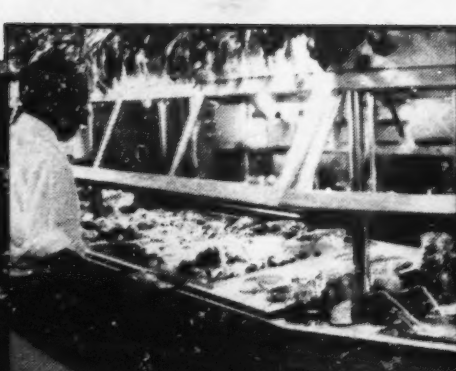


Salad bars: green on the bottom line

Cover story/Focus section



Cheers and A look back

Edwards' Metro F...

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January 26, 1987

Hardee's unleashes new 'burger wars' volley

By Marilyn Alva

ROCKY MOUNT, N.C. — In conjunction with a new selling proposition, "We're out to win you over," Hardee's Food Systems has launched a television advertising campaign pitting its "thicker, juicier" burger prod-

uct against those sold by its three larger competitors, Wendy's, Burger King and McDonald's.

The \$8 million-to-\$10 million promotion, expected to run through March, criticizes the competition for their ever-changing hamburger products,

including Burger King's recent downsizing of its Whopper and move to smaller, so-called Burger Bundles.

"While they're trying to decide how their burgers should be, you might decide to come to Hardee's," one spot declared.

The campaign is in effect an extension of Hardee's light-hearted "Burger Wars" product comparison commercials of last year.

And it is part of Hardee's efforts to "reposition" the chain as a quality-oriented.

(See HARDEE'S, page 83)

Del Grande takes an Express route

Formulates regional cuisine for quick-service operation

By Peter Romeo

HOUSTON — Robert Del Grande, one of the young chefs who ushered Southwestern cuisine into vogue, is adapting his culinary style to a quick-service format for the start-up of a new chain.

He and partner Lonnie Schiller have begun development of a second Cafe Express fast-service restaurant in Houston. The outlet will be a refinement of the Cafe Express prototype here, which is generating sales of \$110,000 per month with a menu of lunch-style items with regional-American tinges.

Schiller said the new unit will offer cold avocado and lime soup, a turkey sandwich with lime mayonnaise, roast corn salad, cold roasted chicken with sweet peppers and most of the other menu items Del Grande selected for the first Cafe Express.

To draft the 60-item menu, Del Grande relied as much on his doctorate in biochemistry as he

(See CAFE EXPRESS, page 83)



Lonnie Schiller, left, and chef Robert Del Grande, managing partners in Cafe Express.

BK, Wendy's test small hamburgers

Demand for convenience cited

By Don Jeffrey

Burger King and Wendy's, addressing growing consumer demands for greater convenience, have begun to deploy smaller ammunition in the continuing segment war. Burger King is now testing 1-oz. burgers and reducing its Whopper size, while Wendy's tries 2-oz. burgers.

Burger Bundles—now being tested in 522 Burger Kings in 13 states—are packaged as three and six flame-broiled, 1-oz. burgers on 1-oz. buns, priced at \$1.19 and \$2.38.

Wendy's has been testing 2-oz. burgers, priced at 54¢, in Milwaukee for several months. The company declined comment on the test,

but other sources said it had been expanded and a rollout was a possibility. The product is said to be similar to bottom-of-the-line burgers McDonald's and Burger King have had on their menus since they started out in the business.

But industry sources question whether there is a large enough market to support large national chains' rollouts of small burgers—like those White Castle and Krystal have served for many years.

Joyce Meyers, Burger King spokeswoman, said consumers had expressed interest in bite-sized burgers that are convenient to hold and eat. All fast-food segments have in re-

(See TINY BURGERS, page 83)

FOOD



WATCH

Salad days for salad bars

Many operators are finding that these are indeed salad days—at least after they install salad bars. (For full report on salad bars, see Focus, page F1.)

Ryan's, a 70-unit family steakhouse chain, reported company profits have doubled in the two years since it rolled out a 65-item "Megabar," which is like a buffet table with its hot meats, soups, yeast rolls, vegetables and fresh fruits as well as salad greens.

At Ponderosa three out of four customers order salad with their entrées. The chain's huge salad bar has 50 cold items plus soup, hot vegetables, chili, corn bread stuffing, rice pilaf and pasta. Another family steakhouse chain, Sizzler, has between 30 and 60 items on its salad bar, including such new additions as potato skins, nachos, tostados and hot soups.

The Sea Lion, a dinnerhouse in Malibu, Calif., features one of the most overstocked, unusual salad bars to be found anywhere. About 100 items—including pickled eggs, Mexican jicama, barbecued baby vegetables, four types of sprouts, hearts of palm, marinated herring, five kinds of greens and freshly made bacon bits—abound along its 70-ft. length.

Additional food news, page 8 and elsewhere inside.

House mulls minimum-wage hike

Biaggi bill would raise pay floor to \$5.05 per hour by 1991

By Ken Rankin

WASHINGTON — A New York Congressman has introduced a bill that would raise the federal minimum wage to more than \$5 per hour.

Under Rep. Mario Biaggi's (D-N.Y.) proposal, unveiled at the opening of the new Congressional session, the national pay floor would jump by \$1.70 from its present \$3.35-an-hour level over the next four years.

According to Biaggi's proposal, when the minimum wage reaches \$5.05 in March 1991, a controversial new "indexing" mechanism would click into place. It calls for automatic annual hikes in the pay floor in step with gains in private-sector earnings.

The introduction of such legislation came as no surprise to industry lobbyists. Indeed, Biaggi's bill is the first in a se-

ries of minimum-wage measures expected to surface in Congress this year. Nevertheless, the Reagan administration's low-key reaction to

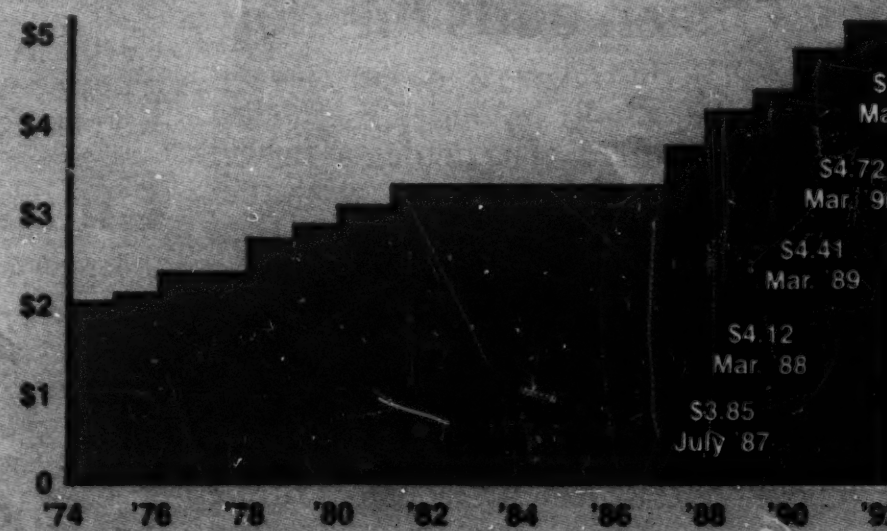
the bill was unsettling to many critics of rising wage requirements.

During a press conference (See WAGE, page 83)

MINIMUM WAGE: PAST AND PROPOSED

Minimum Wage History: 1974-Present

Biaggi Proposal



Source: Rep. Mario Biaggi; NRN research



Barry Zacks believes that offering a variety of products and keeping overhead costs low will give Jeepdogs a jump on outliving other fast-food hotdog concepts.

NRN Photo

Hotdog prototype bows in Columbus

Zacks' Jeepdogs offers variety

By Carolyn Walkup
COLUMBUS, Ohio — Barry Zacks, founder and former chief executive of the Max & Erma's casual-theme chain, has opened a fast-food hotdog restaurant prototype for mall food court and college campus franchised units.

Jeepdogs, located on the main commercial thoroughfare of the Ohio State University campus, features 14 kinds of hotdogs and sausages and a self-service condiment bar.

Key merchandising tools are a window display of the products turning on roller grills and cooking smells vented over the sidewalk.

Zacks, who resigned his chief executive role at Max & Erma's last summer in exchange for a \$1 million settlement package, said Jeepdogs can overcome obstacles that have stopped other hotdog concepts from succeeding as national franchises. He pin- (See BARRY ZACKS, page 80)

D'Lites slips toward dissolution as Hardee's seeks new sites

By Rick Telberg

ATLANTA — Hardee's Food Systems Inc. was awaiting bankruptcy-court approval last week to acquire the last nine restaurant locations operated by D'Lites of America Inc.

The \$1.5 million deal would strip D'Lites, which sought chapter 11 protection last August, setting the stage for the final dissolution of the corporation.

But the chain's 16 franchisees, scattered from coast to coast, were reportedly seeking to acquire the company's last meaningful asset, its trademark, in order to continue as a loose-knit confederation swapping recipes and promotional materials.

It was unclear how many franchised D'Lites were in operation. Estimates ranged from 30 to 39.

"We've been operating on our own

for a year now," said Ed Chambers, an eight-unit Philadelphia franchisee. Dick Seal, a three-unit franchisee in Madison, Wis., said: "We haven't paid royalties for some months. We don't know if anyone's there to receive it."

For Hardee's, the nation's fourth-largest hamburger chain, the acquisition would give the Rocky Mount, N.C., company a firmer foothold on the Atlanta market. Hardee's planned to retain D'Lites' salad bar as part of a local marketing test, said a source close to the negotiations.

The Levy Organization, a Chicago restaurant company that provided \$500,000 in secured credit to the bankrupt D'Lites, stood to receive a \$50,000 commission for arranging the Hardee's deal.

Founded in 1979 by ex-Wendy's franchisee Doug Sheley, D'Lites shot

to prominence three years ago as a fast-food chain for the diet conscious. It raised \$13 million from a frenzied initial public stock offering in September 1984, when it had 21 outlets, six of them company owned. The chain peaked in early 1986, with about 100 outlets.

"D'Lites was a case study in stupidity and greed," said a source who worked with the company in bankruptcy and who requested anonymity. "It's deals like that give the restaurant business a bad name."

"The company just grew too fast without the solid underpinnings it needed," said John Mitchell, the accountant who joined D'Lites once it entered bankruptcy. "It didn't stick to its concept, and it got into a marketing battle with the big three or four hamburger chains. When you're D'Lites'

size, you can't win that battle."

Ironically, Mitchell said, recent promotional efforts had raised restaurant volumes to their highest levels since shortly after the company filed for protection, when, in a flurry of disastrous publicity, Atlantans shunned the chain.

In the end, said Levy food-service president Tom Heymann, "The creditors had a choice: a million dollars now for selling to Hardee's. Or do you want to see where Hardee's will be in six months? I can't blame them for taking the sure thing."

D'Lites' denouement comes even before all the company's debts have yet to be counted, according to Frank Scroggins, an attorney for the unsecured creditors. He said that estimated total claims ranged from \$4 million to \$7 million.

LATE NEWS DIGEST

Love's Barbecue sold

IRVINE, Calif. — Harry Shuster, co-owner of the six-unit Fatburger chain and chairman of the Lion Country Safari park here, has purchased the 22-unit Love's barbecue chain from Butterfield Savings of Santa Ana, Calif., for an estimated \$1.5 million. Butterfield bought Love's from IHOP in 1983.

Pizza Transit closes

LEXINGTON, Ky. — The 26-unit Pizza Transit Authority has ceased operations. Silver's Enterprises, which has managed the 13-year-old delivery-only pizza chain for about a year, said it shut down Pizza Transit Authority mostly because of mounting operating losses.

Sheraton plans new chain

BOSTON — Sheraton said it is muscling into the crowded all-suites hotel market with a new concept called Sheraton Suites. The properties will include a single "informal" restaurant, the company said.

Dairy Queen adds big dog

MINNEAPOLIS — American Dairy Queen Corp. is rolling out a 1/4-lb. hotdog called the DQ Biggie into 3,604 outlets. The hotdog is served alone or with fries and can be topped with chili or cheese. TV spots featuring personality Dick Clark support the rollout in 50 markets. The DQ Biggie is priced at about \$1.29.

Bally buys Nugget

ATLANTIC CITY — In a new move to block a possible takeover by Donald Trump, Bally Manufacturing has agreed to purchase Golden Nugget's casino-hotel here for \$439 million. New Jersey law prohibits an operator from owning more than three casinos here, where Bally already owns one gaming facility and Trump has two.

0.8

WALL STREET UPDATE

Index slips to 166.7

NEW YORK — The *Nation's Restaurant News* Stock Index shrunk 0.8 points in the week ended Jan. 16, closing at 166.7. Price-change winners beat the losers, 76 to 56.

(Story, charts on pages 84-85.)

ATS readies acquisition

BUFFALO, N.Y. — ATS Inc. said it planned to complete its proposed acquisition of Sky Chefs airport terminal operations by the end of January. The Delaware North subsidiary has been competing with Marriott Corp. for Sky Chefs for several months.

Mindel joins bakery chain

SAUSALITO, Calif. — Laurence B. "Larry" Mindel, former president of Saga Corp.'s restaurant group and founder of Spectrum Foods, has been named chairman of the Il Fornaio retail bakery chain.

Church's tests new items

SAN ANTONIO — Church's Fried Chicken is reportedly testing a nonfried chicken item in several units and has increased the number of stores offering a chicken-fried steak to about 100.

Grand Met buys Heublein

FARMINGTON, Conn. — Grand Metropolitan, the London-based parent of the Inter-Continental hotel chain, has agreed to acquire Heublein, a wine and liquor supplier owned by RJR Nabisco, for \$1.2 billion in cash.

INSIDE THIS ISSUE

Sales jumped 13% in December at seven Tony Roma's dinnerhouses in South Florida that promoted a "rib runner" delivery service. *Page 11.*

TGI Friday's has closed three of its Dalts restaurants—two in Houston and one in Westbury, N.Y.—because they were unprofitable. *Page 18.*

Police in Berkeley, Calif., are still hunting for a fifth suspect in the murder of chef Clois E. O'Connor on New Year's Eve. *Page 18.*

Jerry's Systems in Gaithersburg, Md., has purchased the rights to a hamburger concept. *Page 29.*

Service America has taken over food-service operations at the U.S. House of Representatives. *Page 64.*

Federal alcohol regulators are studying a proposal to standardize the use of the words "light" and "lite" in beer, wine and liquor ads. *Page 66.*

Despite criticism from consumer groups, the federal government maintains that low-dosage irradiation of pork is safe. *Page 66.*

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FINANCIAL NEWS

NRN Stock Index drops 0.8, to 166.7

NEW YORK — Despite five straight days of record-breaking activity in the overall stock market, the *Nation's Restaurant News* Index of 87 stocks slipped 0.8 points and closed Jan. 16 at 166.7.

The Dow Jones Industrial Average of 30 blue-chip issues rose 70.72 points and closed the week at a record 2,076.63. On Jan. 15 volume also set a new daily record: 253.1 million shares traded on the New York Stock Exchange. Analysts said that new investors were injecting their excess cash into the market because interest rates continued to be low.

On NRN's 162-issue list of restaurant, lodging, food-service manufacturing and distributing and diversified companies, price gainers beat the losers, 76 to 56, with 30 stocks remaining the same.

Eighty-five issues were bought and sold at rates above their 12-week trading averages, while 76 were less active, and one did not change.

Although reporting big profit gains for the fourth

quarter and the year, TCBY, a franchisor of yogurt parlors, made the top-10 list of price decliners, falling \$2.50, to \$17.75, as volume surged to more than 1.1 million shares, 165.6% above average. The company said fourth-quarter net profit soared 108%, to \$2 million, on revenue of \$9.6 million, as the yearly net rocketed 155%, to \$8 million, on \$33 million in revenue.

Captain Crab also reported a gain in earnings but saw its stock price and volume fall. It declined 13¢, to 63¢, on volume of 76,900 shares, 46.2% below its average. For the first quarter, ended Nov. 30, its profit was \$152,163, compared with a loss of \$142,635 last year.

One restaurant issue and one lodging stock closed at new 52-week price highs: Sonesta, up \$4.88, to \$16.38, and Bombay Palace, up \$1.31, to \$6.25.

Five stocks dropped to yearly lows: United Inns, down \$1.38, to \$35.25; Sis Corp., 25¢, to \$5; Po Folks, 13¢, to \$3.88; Maverick, 25¢, to \$1; and Stuff Yer Face, 3¢, to 13¢.

VOLUME TREND LEADERS

Dunkin Donuts	M	300.0	Kapok Cp	A	176.7
Reynolds Metal	N	249.8	Old Spag Wrehse	M	167.1
Golden Nugget	N	239.3	TCBY Enterprises	M	165.6
Piccadilly Caf	M	223.5	Utd Inns	N	152.1
Resorts Intl A	A	203.4	Collins Foods	N	136.0

TOP PERCENTAGE PRICE GAINERS

Kapok Cp	A	47.6	Consol Prods	M	16.0
Sonesta Intl	M	42.4	Golden Nugget	N	15.9
Bombay Palace	M	26.6	El Chico	N	13.3
Lifestyle Rest	A	25.0	Morgan's Food	A	13.3
McFaddin Ven	A	20.0	Old Spag Wrehse	M	11.8

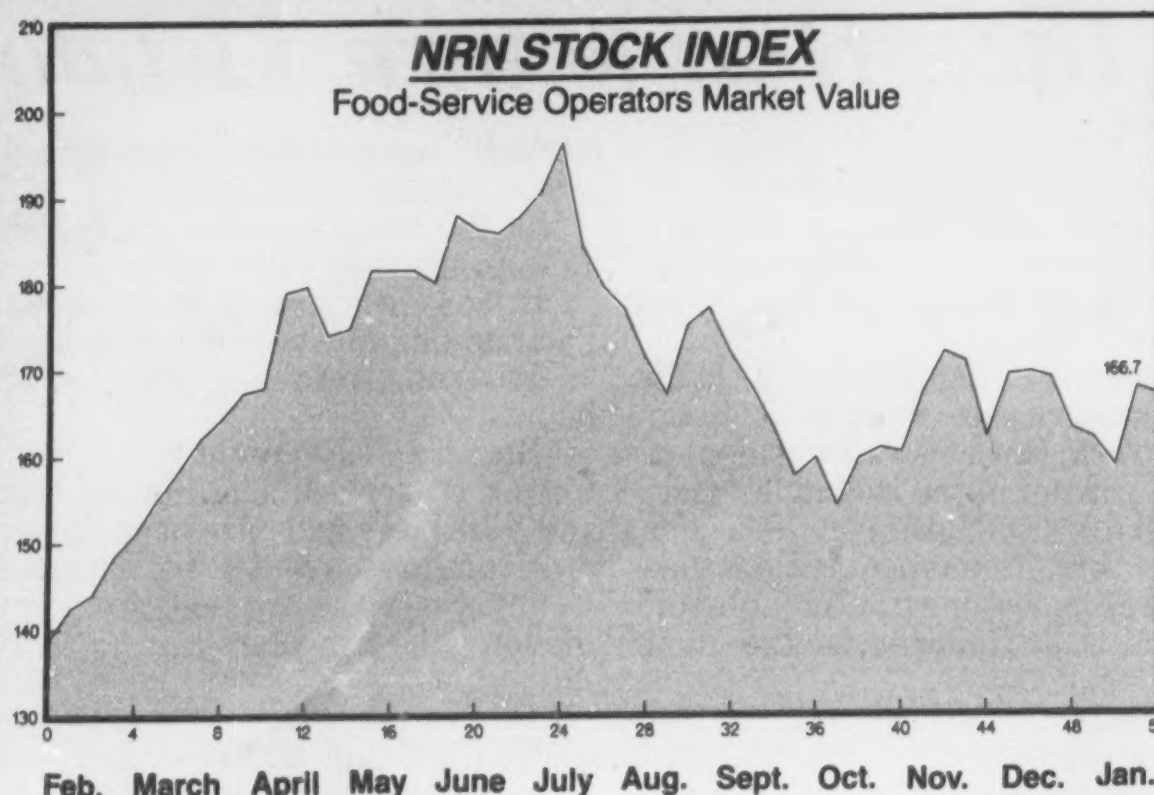
TOP PERCENTAGE PRICE LOSERS

Stuff Yer Face	O	-20.0	Taco Viva	M	-11.8
Maverick Rest	M	-20.0	Am Restaurants	M	-11.1
Capt Crab	M	-16.7	Doskocil Cos	O	-11.1
Orange Julius	M	-12.5	Calny Inc	M	-8.7
TCBY Enterprises	M	-12.3	Old Fashion Fd	M	-7.0

All figures represent weekly percentage change

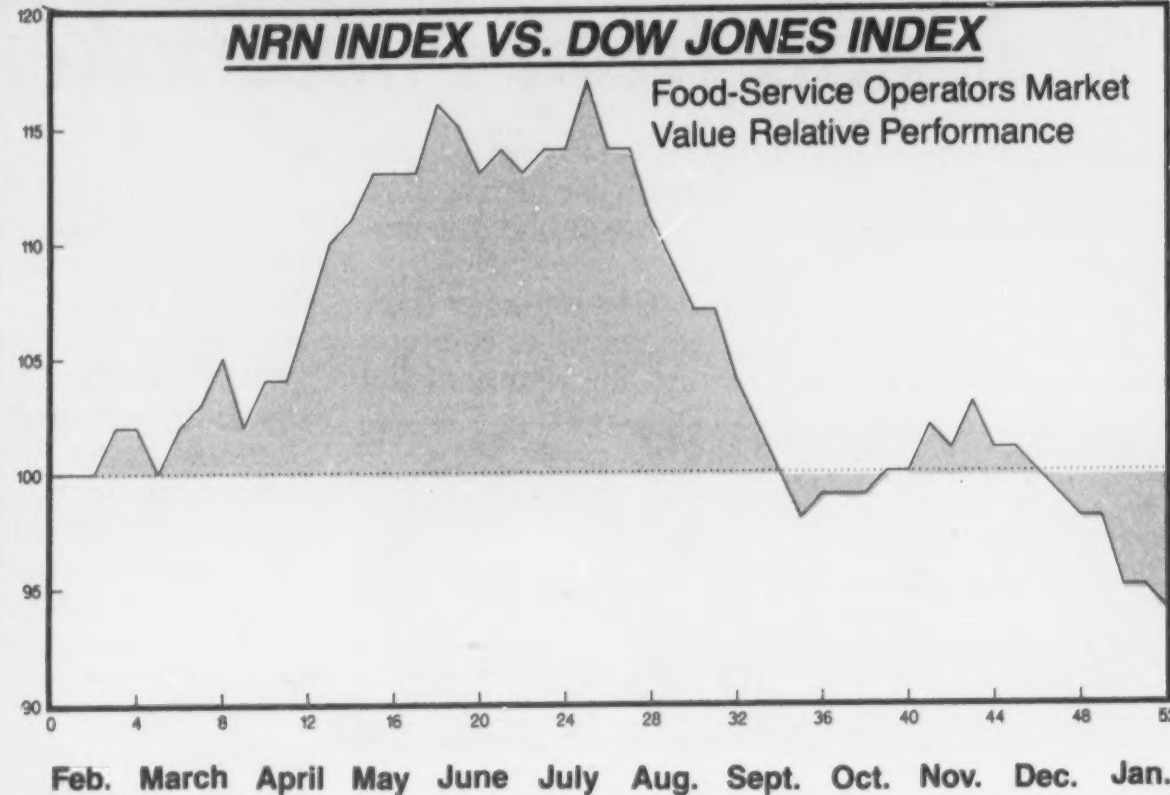
Company and Market	Stock Market												Financial Update																	
	Price						Volume						P/E	Divd. Rate	Latest Report	Latest Quarter						Year-to-Date								
	Weekly		Weekly		52-Week		Weekly		12-Week		Volume	Revenue				Net Income		E.P.S.		Revenue		Net Income		E.P.S.						
	1-16-87	Change	Pct.	High	Low	High	Low	Shares Traded	% Out	Avg. Vol.						Trend	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago		
																													Close	Amt.
Restaurants - NRN Stock Index Issues																														
Am Restaurants	M	2.00	-.25	-11.1	2.50	1.75	4.13	1.50	55	.24	.18	33.3	NE	.00	.0	NEW	9 mos.	10-86	4.8	5.4	(.3)	(.2)	(.15)	(.06)	14.2	15.8	(.7)	(.1)	(.32)	(.02)
ARK Restaurants	M	4.50	.00	.0	5.25	4.50	12.25	3.25	81	.21	.88	-76.1	NE	.00	.0		fiscal	09-86	6.6	5.1	(.8)	.2	(.24)	.08	24.4	19.0	(.3)	.9	(.07)	.30
Assoc Hosts	M	8.13	.13	1.6	8.25	8.13	10.50	7.38	862	1.90	1.03	84.5	NE	.12	1.5		fiscal	09-86	18.5	21.3	.7	.1	.15	.02	81.5	89.5	(2.9)	2.1	(.66)	.46
Bob Evans Farms	M	20.75	.00	.0	21.50	20.50	23.19	17.00	1,491	.66	.81	-18.5	23.3	.37	1.8		6 mos.	10-86	80.3	66.2	4.9	5.6	.26	.25	153.3	128.1	9.8	10.6	.44	.47
Bombay Palace	M	6.25	1.31	26.6	6.25	4.88	6.25	4.00	848	4.71	2.54	85.4	20.8	.00	.0		9 mos.	09-86	2.2	1.9	.3	.1	.06	.09	6.0	5.2	.4	.3	.20	.20
Burger King MLP	N	20.75	.00	.0	21.00	20.63	24.38	17.75	515	1.27	1.04	22.1	NA	1.10	5.3		00-00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	
Calny Inc	M	7.88	-.75	-8.7	8.50	7.88	16.00	6.75	885	1.87	4.43	-57.8	32.8	.16	2.0		9 mos.	11-86	18.4	16.6	.5	1.1	.10	.24	58.2	46.8	1.2	2.7	.25	.59
Capt Crab	M	.63	-.13	-16.7	0.75	0.63	1.50	.56	769	.49	.91	-46.2	31.3	.00	.0	NEW	3 mos.	11-86	2.6	2.4	.2	(.1)	.01	(.01)	2.6	2.4	.2	(.1)	.01	(.01)
Chili's Int'l	O	.25	.00	.0	0.34	0.25	.50	.09	563	.29	1.06	-72.6	NE	.00	.0		6 mos.	07-86	5.5	5.5	.0	NC	.00	NC	10.8	10.8	(.2)	NC	(.01)	NC
Chi-Chi's	M	7.25	.63	9.4	7.50	6.88	11.25	6.50	15,982	5.89	3.47	69.7	34.5	.00	.0		6 mos.	10-86	75.7	64.7	1.8	3.5	.07	.13	151.7	129.8	4.6	8.0	.17	.30
Chili's Inc	M	26.25	-1.25	-4.5	27.00	26.25	27.50	17.50	1,940	3.72	3.29	13.1	28.2	.00	.0		3 mos.	09-86	35.6	25.3	1.5	1.3	.27	.26	35.6	25.3	1.5	1.3	.27	.26
Churchs Fr Ch	N	12.13	.00	.0	12.13	11.38	18.50	10.88	6,156	1.63	1.62	.6	44.9	.46	3.8		9 mos.	09-86	115.4	136.3	3.6	9.9	.10	.26	341.8	389.3	15.8	29.0	.42	.77
Collins Foods	N	19.38	.50	2.6	20.13	18.75	20.13	11.50	8,263	4.13	1.75	136.0	38.0	.12	.6		6 mos.	10-86	175.4	132.8	3.4	5.8	.17	.28	352.0	289.2	15.3	11.4	.74	.56
Concept Dev	M	6.25	.50	8.7	6.25	5.88	8.38	2.00	253	.48	.94	-48.9	NE	.00	.0		3 mos.	09-86	5.5	9.3	.2	(.9)	.04	(.18)	5.5	9.3	.2	(.9)	.04	(.18)
Consol Prods	M	3.63	.50	16.0	3.75	3.25	3.75	2.38	104	.32	.81	-30.5	25.9	.08	2.2		fiscal	09-86	20.5	20.4	.6	(.2)	.16	(.06)	84.8	70.6	.5	NC	.14	NC
Consul Rest	M	1.88	.00	.0	2.00	1.88	4.25	1.75	766	1.59	1.25	27.2	NE	.00	.0	NEW	6 mos.	11-86	17.7	18.6	(.6)	(.11)	(.12)	(.24)	37.4	40.4	(.4)	(1.0)	(.09)	(.22)
Cracker Barrel	M	19.50	-.50	-2.5	20.50	19.50	22.25	13.75	441	1.24	2.05	-39.5	18.4	.14	.7		3 mos.	10-86	23.9	20.3	1.2	1.0	.33	.28	23.9	20.3	1.2	1.0	.33	.28
Cucos Inc	O	2.25	.00	.0	2.75	2.25	8.75	2.00	71	.39	.67	-41.8	NE	.00	.0		3 mos.	09-86	3.3	2.8	(.2)	.1	(.10)	.05	3.3	2.8	(.2)	.1	(.10)	.05
Dunkin Donuts	M	29.75	.75	2.6	31.00	28.75	37.38	24.63	8,355	11.52	2.88	300.0	18.3	.28	.9		fiscal	10-86	25.7	24.1	2.6	2.4	.36	.32	104.2	94.4	12.1	10.6	1.63	1.43
El Chico	M	4.25	.50	13.3	4.38	3.75	8.25	3.50	728	1.57	2.49	-36.9	25.0	.00	.0		6 mos.	11-86	20.0	30.1	(.4)	.6	(.09)	.12	41.7	52.0	(.2)	1.6	(.05)	.34
El Pollo Asa	M	7.13	-.38	-5.0	7.38	7.00	8.38	4.88	827	2.21	2.13	3.8	NM	.00	.0		6 mos.	09-86	2.3	1.6	.2	.2	.04	.05	4.6	3.0	.2	.2	.05	.06
Famous Rest	M	2.00	-.13	-5.9	2.00	1.88	2.63	1.44	855	1.43	1.13	26.5	NM	.00	.0		9 mos.	09-86	14.2	11.9	.0	NC	.00	.01	46.3	40.5	.4	.3	.06	.06
Fast Food Oper	O	.31	.00	.0	0.44	0.31	.69	.25	186	.31	.53	-41.5	NE	.00	.0		9 mos.	09-86	2.1	2.2	(.2)	NC	.00	.01	5.8	5.9	(.1)	.1	(.02)	.02
Folks Rest	O	.25	.00	.0	0.63	0.25	.38	.25	0	.00	.75	-100.0	NE	.00	.0		9 mos.	09-86	.6	2.2	(.4)	(.7)	(.30)	(.49)	2.5	6.1	(1.2)	(1.0)	(.83)	(.66)
Frisch's	A	38.63	-.63	-1.6	39.25	38.13	40.66	19.59	186	.39	.62	-37.1	52.2	.22b	.6		3 mos.	08-86	43.9	41.0	1.1	.9	.22	.18	43.9	41.0	1.1	.9	.22	.18
Fuddruggers Inc	M	2.00	-.13	-5.9	2.25	1.88	5.75	1.38	2,763	4.09	3.65	12.1	NE	.00	.0		9 mos.	09-86	18.9	14.7	(.7)	.1	(.09)	.01	52.1	38.6	(3.4)	.6	(.50)	.09
Hamborg Hamlet	M	5.00	.00	.0	5.75	5.00	7.75	3.19	32	.10	.27	-63.0	11.1	.00b	.0		6 mos.	09-86	11.1	9.5	.1	.3	.04	.09	21.8	18.9	.2	.7	.07	.22
Intl Dairy Queen	M	26.50	.25	1.0	27.50	25.50	35.50	15.59	469	.48	.57	-15.8	21.2	.00	.0	NEW	fiscal	11-86	31.1	31.5	1.8	1.6	.19	.17	183.9	159.1	12.1	9.7	1.25	.98
Intl Kings Tab	M	16.75	-.25	-1.5	17.25	16.75	30.00	16.00	1,914	6.61	6.78	-2.5	69.8	.00	.0		6 mos.	12-86	20.0	19.0	.2	.6	.15	.22	40.9	37.9	1.2	1.7	.51	.60
JB Restaurant	M	6.63	.00	.0	6.88	6.38	10.50	5.00	1,112	2.29	3.30	-30.6	NE	.00	.0		fiscal	09-86	26.0	26.8	.8	.6	.17	.12	107.5	96.3	(3.3)	2.4	(.67)	.60
Jerrico Inc	M	19.88	1.00	5.3	20.13	18.63	26.38	17.81	16,675	8.50	4.60	84.8	15.3	.12	.6		3 mos.	09-86	153.2	139.7	7.4	7.2	.35	.34	153.2	139.7	7.4	7.2	.35	.34
Kapok Cp	A	3.88	1.25	47.6	3.88	2.50	5.88	2.00	303	1.19	.43	176.7	NE	.00	.0		9 mos.	06-86	2.9	2.7	(.6)	1.1	(.23)	.40	9.4	7.6	(1.1)	4.9	(.44)	2.01
Karcher Carl	M	16.38	-.75	-4.4	17.13	16.25	20.50	13.63	914	1.29	2.48	-48.0	21.5	.00	.0		9 mos.	10-86	74.2	75.1	1.8	1.5	.25	.22	240.8	249.7	4.2	3.8	.59	.54
Lifestyle Rest	A	.94	.19	25.0	1.13	0.75	2.19	.75	706	1.24	.67	85.1	NE	.00	.0		9 mos.	07-86	18.0	18.1	(.4)	(.6)	(.07)	(.12)	58.7	59.8	(1.8)	(4.8)	(.32)	(.85)
Libby's Cafe	N	27.50	1.13	4.3	27.63	26.13	28.88	22.50	805	.44	.54	-18.5	22.5	.44	1.6		3 mos.	11-86	55.2	51.5	5.3	4.9	.29	.27	55.2	51.5	5.3	4.9	.29	.27
Marcus Corp	M	21.25	-1.25	-5.6	22.50	21.25	29.75	19.13	187	.37	.51	-27.5	13.4	.33	1.6		6 mos.	11-86	34.1	32.2	1.6	2.2	.31	.43	72.6	68.3	4.8	5.4	.94	1.05
Mariotti Corp	N	32.00	1.25	4.1	32.38	30.00	38.19	21.69	26,325	1.99	1.00	99.0	23.4	.16	.5		9 mos.	09-86	129.3	98.0	49.2	44.8	.36	.33	341.3	284.5	135.5	115.6	.99	.86
Maverick Rest	M	1.00	-.25	-20.0	1.25	1.00	2.63	1.00	7	.01	.47	-97.9	NE	.00	.0		9 mos.	10-86	3.8	3.5	(.1)	.1	(.03)	.01	11.1	9.9	.0	NC	.00	(.01)
Max & Erma's	O	1.63	.00	.0	1.88	1.63	2.25	1.63	29	.16	.39	-50.0	NE	.00	.0		fiscal	10-86	3.8	3.7	.0	(.2)	.00	(.07)	16.5	16.3	(.3)	(.3)	(.19)	(.14)
McDonald's Cp	N	65.88	1.13	1.7	67.00	63.00	76.75	48.69	24,325	1.90	1.41	34.8	18.1	.66	1.0		9 mos.	09-86	113.7	101.6	142.3	128.1	1.11	.99	315.9	277.8	366.2	329.5	2.84	2.53
McFaddin Ven	A	2.25	.38	20.0	2.25	1.50	6.38	1.38	263	.47	.54	-13.0	32.1	.00	.0		9 mos.	08-86	16.5	18.3	(.3)	1.3	(.05)	.23	52.2	48.1	.1	3.9	.01	.78
Morrison Inc	M	24.25	1.63	7.2	24.50	22.63	25.38	19.63	1,975	1.38	2.15	-35.8	29.6	.48b	2.0		6 mos.	11-86	144.1	123.8	5.3	5.4	.37	.37	285.8	252.6	11.0	10.3	.77	.71
Morgan's Food	A	2.13	.25	13.3	2.13	1.88	2.75	1.13	743	.77	1.04	-26.0	NE	.00	.0	NEW	9 mos.	11-86	5.1	3.8	.2	.1	.02	.03	14.1	11.8	.5	.2	.06	.05
Mr Steak	O	1.00	-.06	-5.9	1.06.																									

NOTES AND EXPLANATIONS: Market: N—New York Stock Exchange, A—American Stock Exchange, O—NASDAQ Over-The-Counter, M—NASDAQ National Market. Reporting Period: 3 mos.—First quarter of fiscal year, 6 mos.—First six months of fiscal year, 9 mos.—First nine months of fiscal year, fiscal—Fiscal year, NEW—New report since last issue. General Field Footnotes: NA—Not available or not applicable, NC—Data required for calculation currently incomplete in our files, NE—Negative earnings invalidate calculations, NM—No meaningful figure, a—stock dividend, b—cash plus stock dividend. The Charts: The NRN Stock Index calculates the per cent change in the market value of food-service operators since Oct. 28, 1983. The NRN Index vs. Dow Jones Index calculates the relative performance of the two indexes from their levels of 52 weeks ago.



Source: Media General Financial Services

Oct. 28, 1983 = 100



Stock Market

Financial Update

Company and Market	Price										Volume			P/E	Indicated Divd. Rate		Latest Report			Latest Quarter						Year-to-Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
	1-16-87			Weekly Change		Weekly Range		52-Week Range		Weekly Shares Traded		12-Week Avg. Vol.	Volume Trend		New Report	Period Ended	Date	Revenue		Net Income		E.P.S.		Revenue		Net Income		E.P.S.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
	Close	Amt.	Pct.	High	Low	High	Low	Total	% Out	As % Out	%	%	Latest					Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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Hotels, Motels, and Casinos

Brock Hotel	N	9.38	.38	4.2	9.75	9.13	93.75	6.25	1,093	1.67	.93	79.6	NE	.00	.0	9 mos.	09-86	42.5	55.8	.2	(39.1)	(.49)	(42.50)	136.9	184.5	.8	(38.9)	.13	(42.00)	
Club Med	N	26.00	1.00	4.0	26.38	24.88	32.25	21.25	1,116	.81	.55	47.3	20.5	.20	.8	NEW	fiscal	10-86	70.2	58.2	(.3)	(1.3)	(.02)	(.09)	337.0	279.7	17.4	14.2	1.27	1.04
Golden Nugget	N	11.88	1.63	15.9	11.88	10.25	16.00	9.13	19,374	5.87	1.73	239.3	99.0	.00	.0	9 mos.	09-86	102.9	104.3	5.8	8.3	.16	.24	288.7	294.4	10.4	29.3	.31	.84	
Hilton Hotels	N	70.75	.25	.4	71.88	70.25	80.25	60.50	5,546	2.23	1.18	89.0	17.6	1.80	2.5	9 mos.	09-86	189.0	169.2	23.8	20.4	.95	.82	543.4	528.1	71.7	71.4	2.87	2.87	
Holiday Co	N	72.88	.25	.3	73.00	72.00	81.00	54.25	7,637	3.11	8.34	-62.7	15.6	.00	.0	9 mos.	09-86	447.5	489.8	35.4	50.8	1.44	1.83	1256.0	1387.3	93.3	116.7	3.69	4.07	
LaQuinta Mot	N	12.38	-.38	-2.9	12.88	12.38	19.75	11.25	2,570	1.87	1.76	6.3	NM	.00	.0	6 mos.	11-86	42.0	43.0	(2.0)	1.2	(.15)	.09	96.1	93.0	.5	5.2	.03	.36	
Prime Mtr Inn	N	39.75	1.25	3.2	39.88	38.00	45.38	24.50	3,209	1.10	1.50	-26.7	27.4	.08	.2	3 mos.	09-86	90.1	74.5	11.8	7.8	.40	.30	90.1	74.5	11.8	7.8	.43	.30	
Ramada Inc	N	7.25	.13	1.8	7.50	6.88	11.00	6.00	8,573	2.16	2.05	5.4	25.9	.00	.0	9 mos.	09-86	195.5	157.1	7.0	10.5	.18	.28	510.4	444.5	8.6	11.5	.22	.31	
Resorts Int'l A	A	45.25	.25	.6	48.75	44.38	77.00	41.50	4,018	6.25	2.06	203.4	NE	.00	.0	9 mos.	09-86	117.3	87.9	38.3	1.9	5.95	.29	344.6	325.8	(8.5)	7.8	(1.32)	1.20	
Resorts Int'l M	M	19.75	.00	.0	19.75	19.00	26.63	16.75	167	.44	.77	-42.9	NM	.00	.0	*	09-86	NC	NC	NC	NC	NC	NC	42.3	NC	1.4	NC	.37	NC	
Sonesta Int'l	M	16.38	4.68	42.4	16.38	16.38	10.50	10.50	1	.00	.06	-100.0	3.8	.20	1.2	9 mos.	09-86	17.2	19.8	14.0	.5	7.30	.16	52.8	52.7	15.9	(.7)	5.21	(.25)	
Utd Inns	N	35.25	-1.38	-3.8	36.68	35.25	51.75	35.25	473	1.79	.71	152.1	NE	.00	.0	NEW	fiscal	09-86	43.8	45.5	(3.6)	.4	(1.34)	.13	167.6	173.9	(5.2)	1.9	(1.95)	.72

Other Companies with Food-Service Operations

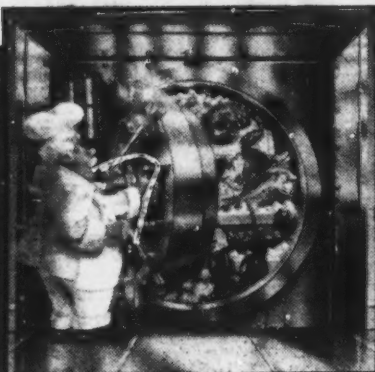
Allegheny Bev	M	9.75	.00	.0	10.00	9.50	30.00	8.38	2,188	2.67	4.47	-40.3	NE	.40	4.1	6 mos.	09-86	286.3	304.5	(8.2)	4.1	(1.01)	.29	587.8	529.8	(10.6)	74.0	(1.29)	11.23
Benihana Natl	M	6.00	.25	4.3	6.00	5.75	13.00	5.13	348	1.01	.89	13.5	NE	.00	.0	6 mos.	09-86	18.9	15.6	(2.2)	.1	(.62)	.03	46.0	43.7	(3.4)	1.2	(.98)	.39
Danby Walt Co	N	50.00	1.50	3.1	51.38	47.75	54.88	28.69	34,397	2.64	1.73	52.6	27.5	.32	.6	fiscal	09-86	726.4	590.5	81.1	53.8	.59	.40	2470.9	2015.4	247.3	173.5	1.82	1.29
Flanigan Ents	A	4.88	-.13	-2.5	5.00	4.88	5.50	3.50	38	.41	.44	-6.8	NE	.00	.0	9 mos.	09-86	7.5	12.8	(3.2)	NC	(2.93)	(.06)	29.3	44.7	(2.1)	.4	(1.73)	.40
Gen Mills	N	45.38	-1.00	-2.2	46.25	44.88	47.38	28.25	13,305	1.48	1.47	.7	18.6	1.28	2.8	6 mos.	11-86	1341.3	1203.5	69.9	46.0	.79	.52	2527.7	2271.4	129.0	94.9	1.45	1.07
Grace W R	N	53.88	.63	1.2	54.38	52.50	60.75	45.25	11,545	2.78	3.66	-24.0	18.3	2.80	5.2	9 mos.	09-86	1321.2	1758.1	4.4	25.3	.10	.41	3982.2	5246.9	87.7	102.2	2.08	1.96
Hershey Foods	N	26.75	-.13	-.5	27.25	26.50	29.88	15.97	12,115	1.29	1.11	16.2	19.2	.54	2.0	9 mos.	09-86	596.4	525.3	43.5	31.9	.46	.33	1554.6	1455.3	95.1	76.7	1.01	.81
Horn & Hardart	A	14.75	-.38	-2.5	15.88	14.50	19.25	6.50	4,217	2.95	3.34	-11.7	NE	.00	.0	9 mos.	09-86	92.0	84.1	(37.1)	(5.9)	(2.60)	(.50)	279.0	257.7	(43.1)	(7.6)	(3.10)	(.66)
LDKrimmen Co	M	6.00	-.13	-2.0	6.38	5.88	9.88	4.88	2,127	3.55	2.24	58.5	9.5	.00	.0	3 mos.	10-86	79.3	63.6	3.5	1.0	.56	.14	79.3	63.6	3.5	1.0	.56	.14
Ogden Corp	N	48.75	1.75	3.7	50.38	46.13	50.38	27.50	10,214	5.32	2.47	115.4	NE	2.00	4.1	9 mos.	09-86	78.4	263.8	11.4	4.5	.57	.22	616.0	766.1	31.7	21.9	1.62	1.12
Orange Julius	M	3.50	-.50	-12.5	4.00	3.50	9.00	3.25	110	.83	.81	-22.2	NE	.00	.0	6 mos.	09-86	37.4	37.7	(.5)	(.4)	(.24)	(.21)	74.7	75.4	(.9)	(.7)	(.47)	(.42)
Pasquale Fd	M	18.00	.00	.0	18.00	18.00	19.00	11.34	0	.00	.23	-100.0	36.0	.02	.1	9 mos.	09-86	19.4	18.1	1.2	.9	.15	.11	57.0	49.8	3.1	2.2	.40	.29
PapaCo Inc	N	30.13	2.75	10.0	30.75	27.13	35.63	21.97	81,779	3.17	1.44	120.1	18.3	.64	2.1	9 mos.	09-86	2532.8	2071.8	151.8	135.3	.58	.49	6503.9	5636.2	341.2	454.4	1.31	1.60
Pinebury Co	N	38.75	1.00	2.6	39.38	37.25	41.19	29.69	12,355	1.43	1.40	2.1	15.9	1.00	2.6	6 mos.	11-86	1688.4	1527.9	53.9	55.0	.62	.63	3071.2	2755.7	101.8	97.7	1.17	1.12
RJR Nabisco	N	56.88	2.13	3.9	57.00	54.38	57.00	31.00	54,692	2.18	1.28	70.3	15.0	1.60	2.8	9 mos.	09-86	4085.0	4764.0	268.0	257.0	.97	.91	13992.0	11066.0	750.0	667.0	2.62	2.43
Southland Corp	N	46.50	-2.63	-5.3	50.25	46.00	60.50	40.38	18,716	3.91	3.25	20.3	10.6	1.12	2.4	9 mos.	09-86	480.9	3342.3	183.8	79.3	3.78	1.65	6499.3	9479.0	176.9	169.0	3.53	3.55
Van de France	M	6.13	-.38	-5.8	6.38	6.13	8.63	4.75	571	.53	.93	-43.0	21.9	.23	3.8	3 mos.	09-86	14.7	14.3	.8	1.0	.08	.10	14.7	14.3	.8	1.0	.08	.10

Manufacturers and Distributors

Alco Standard	N	47.88	2.13	4.6	48.50	44.75	48.50	35.50	1,107	.55	.75	- 26.7	17.9	1.28	2.7		fiscal	09-86	1106.4	1036.8	14.0	5.6	.67	.26	4314.5	3823.1	57.0	51.4	2.67	2.32
Anchor Hocking	N	28.63	- 1.13	- 3.8	30.00	28.50	35.00	23.25	1,927	1.83	1.94	- 5.7	NE	1.48	5.2		9 mos.	09-86	187.9	180.5	1.8	5.3	.18	.51	554.5	532.5	4.8	10.0	.46	.96
Angelica	N	25.63	2.13	9.0	26.88	23.38	29.75	22.00	1,170	1.26	.78	61.5	14.9	.64	2.5		9 mos.	10-86	75.3	70.7	4.6	4.8	.49	.51	215.1	201.1	12.3	13.4	1.32	1.44
Anheuser Bu	N	30.88	1.63	5.6	31.50	29.00	31.50	20.13	43,746	1.60	1.26	27.0	19.7	.48	1.6		9 mos.	09-86	2022.0	1831.9	158.0	143.6	.51	.46	5749.8	5302.4	406.6	364.5	1.32	1.17
Borden Inc	N	51.13	.25	.5	52.25	50.63	52.50	32.44	12,991	1.74	1.31	32.8	18.3	1.12	2.2		9 mos.	09-86	1272.4	1199.5	65.9	57.1	.89	.74	3645.7	3469.6	154.5	138.1	2.07	1.77
Bridgford Fds	M	6.00	- .25	- 4.0	6.50	5.75	7.75	4.25	40	.32	.19	68.4	16.7	.00	.0		9 mos.	07-86	12.9	12.1	.1	(.1)	.07	(.06)	39.9	37.8	.3	.1	.26	.08
Campbell Soup	N	58.00	- 1.00	- 1.7	59.00	57.25	68.50	44.00	5,882	.88	.83	39.7	16.3	1.44	2.5		3 mos.	10-86	1114.6	1077.6	58.7	51.8	.90	.80	1114.6	1077.6	58.7	51.8	.90	.80
Carling Oake	N	9.50	- .13	- 1.3	9.88	9.50	11.75	8.38	863	.30	.14	114.3	NA	.48	NA		6 mos.	09-86	255.6	262.4	4.2	2.5	.17	.09	504.4	504.0	9.8	3.7	.40	.12
Casle & Coors	N	21.13	1.50	7.6	22.00	19.50	22.00	13.50	10,338	2.20	1.53	43.8	NE	.00	.0		"	09-86	NC	NC	NC	NC	NC	NC	1412.2	NC	75.8	NC	1.41	NC
Clorox Co	N	59.50	3.88	7.1	59.00	54.25	60.38	44.00	6,881	2.50	1.64	52.4	15.9	1.52	2.6		3 mos.	09-86	273.8	285.1	29.0	26.4	1.09	1.00	273.8	285.1	29.0	26.4	1.09	1.00
Coca Cola Co	N	40.75	2.50	6.5	40.88	38.00	44.88	25.56	85,227	1.89	1.02	65.7	19.6	1.04	2.6		9 mos.	09-86	2748.1	2172.7	233.1	195.6	.80	.49	7113.4	5967.0	619.8	532.9	1.60	1.35
Coors, Adelphi	M	28.63	1.13	4.4	27.88	25.63	31.63	21.50	5,109	1.41	1.50	- 6.0	15.1	.50	1.9		9 mos.	09-86	419.0	405.4	18.9	17.8	.52	.51	1039.0	1002.2	55.4	45.6	1.54	1.30
ConAgra	N	30.00	- 1.75	- 5.5	31.88	30.00	32.50	22.00	18,802	2.83	1.21	133.9	17.5	.58	1.9		6 mos.	11-86	1694.9	1444.1	37.8	30.8	.55	.45	3466.0	3019.9	65.6	53.4	.96	.78
Corning Glass	N	58.88	2.00	3.5	60.75	56.88	81.50	46.63	13,771	3.19	1.64	94.5	15.7	1.40	2.4		9 mos.	09-86	549.0	474.5	46.6	9.7	1.04	.23	1419.5	1292.4	135.3	79.1	3.10	1.87
CPC Intl Inc	N	86.25	1.25	1.5	87.38	84.50	88.50	49.38	9,314	1.91	6.79	- 71.9	21.2	2.48	2.9		9 mos.	09-86	1157.5	1051.4	59.0	14.4	1.21	.30	3346.9	3138.4	145.7	90.1	2.99	1.85
Dean Foods	N	30.00	- .25	- .8	30.75	29.13	33.69	25.13	1,535	.57	.79	- 3.8	19.6	.46	1.5		"	11-86	NC	NC	NC	NC	NC	NC	693.0	NC	18.2	NC	.68	NC
Delectol Cos	O	1.00	- .13	- 11.1	1.13	1.00	2.31	.86	3,630	.62	.60	3.3	16.7	.00	.0		9 mos.	09-86	61.8	28.0	.5	.9	.01	.01	169.1	79.4	2.7	2.4	.05	.04
Ecolab Inc	N	26.63	2.25	9.2	27.50	23.88	29.19	20.75	2,406	.88	2.08	- 57.7	16.1	.58	2.2		3 mos.	09-86	199.0	187.1	9.8	8.8	.36	.33	199.0	187.1	9.8	8.8	.36	.33
Flaming Co	N	39.88	2.25	6.0	40.50	37.63	44.88	31.00	2,964	1.36	1.37	- .7	16.2	1.00	2.5		9 mos.	09-86	1794.4	1684.3	8.8	12.1	.40	.58	5765.0	5281.9	36.5	43.0	1.67	2.08
Fort Howard	N	54.25	4.63	9.3	54.50	49.50	60.50	42.88	10,889	1.62	1.22	32.8	22.2	1.00	1.8		9 mos.	09-86	450.1	362.9	42.5	44.1	.63	.89	1163.7	1044.6	128.3	121.1	1.88	1.91
Heinz, Inc	N	45.00	2.25	5.3	45.63	42.50	48.25	29.50	13,460	1.01	.81	24.7	19.7	1.00	2.2		6 mos.	10-86	1157.2	1085.5	84.0	74.9	.61	.55	2241.6	2133.6	169.7	158.5	1.23	1.14
Hormel, George	A	38.25	- .38	- 1.0	37.63	36.25	37.63	22.13	246	.13	.21	- 38.1	17.9	.80	1.7		fiscal	10-86	552.2	430.5	16.1	13.9	.83	.72	1980.2	1502.2	39.1	38.6	2.03	2.01
Intl Multifood	N	28.00	1.00	4.0	28.50	24.63	31.53	22.50	2,174	1.53	1.37	11.7	16.3	1.18	4.5		9 mos.	11-86	297.2	364.5	6.7	9.7	.46	.79	1033.4	1002.1	14.6	18.0	1.03	1.48
James River	N	37.38	1.38	3.6	38.38	35.50	39.38	22.00	19,243	2.36	1.86	26.9	21.4	.40	1.1		6 mos.	10-86	1160.4	674.5	36.2	28.6	.43	.54	2230.1	1304.4	82.4	52.3	1.01	1.03
Kellogg	N	56.63	1.38	2.5	56.63	54.50	58.75	32.13	9,696	.79	.82	- 3.7	23.1	1.08	1.9		9 mos.	09-86	866.2	794.9	102.8	93.6	.83	.76	2531.4	2212.1	248.5	226.9	2.01	1.84
Kraft Inc	N	50.75	- .63	- 1.2	52.50	50.38	65.88	38.88	23,305	1.73	1.11	55.9	17.2	1.72	3.4		9 mos.	09-86	1266.8	2499.3	21.2	116.1	.17	.80	6327.8	7283.6	294.2	337.0	2.06	2.33
Litton Intl	N	81.25	- .38	- .5	82.75	79.75	92.25	71.75	6,468	2.38	1.86	28.0	36.6	.00	.0		3 mos.	10-86	1064.1	1102.9	34.3	43.7	1.26	1.56	1064.1	1102.9	34.3	43.7	1.26	1.56
Manitowoc	M	19.75	.25	1.3	20.00	19.50	22.50	16.00	944	.87	1.94	- 55.2	NE	.80	4.1		3 mos.	09-86	63.9	34.7	4.7	3.5	.43	.32	63.9	34.7	4.7	3.5	.43	.32
McCormick	M	41.88	1.63	4.0	42.00	40.88	45.25	35.88	1,288	1.07	1.85	- 42.2	17.0	1.00	2.4	NEW	fiscal	11-86	293.8	267.2	21.2	16.9	1.45	1.38	975.7	873.0	29.7	27.8	2.46	2.27
Onida Ltd	N	15.00	.00	- 10	15.38	14.75	18.63	9.88	956	1.42	1.35	.52	40.5	.40	2.7		9 mos.	10-86	75.0	70.0	1.7	3.2	.26	.48	204.9	191.7	1.1	.4	.15	.05
Philip Morris	N	80.50	3.83	4.7	80.50	78.75	80.50	44.50	57,037	2.80	1.51	85.4	13.8	3.00	3.7		9 mos.	09-86	5398.0	3334.8	414.0	394.0	1.73	1.65	18856.0	10668.4	1107.0	972.1	4.63	4.05
Procter & Gamble	N	85.00	4.88	6.1	85.38	79.88	85.38	63.75	24,136	1.43	.94	52.1	19.7	2.70	3.2		3 mos.	09-86	4356.0	3805.0	273.0	250.0	1.61	1.49	4356.0	3805.0	273.0	250.0	1.61	1.49
Quaker Oats	N	43.38	- 1.00	- 2.3	45.38	42.75	45.38	28.00	6,891	1.19	1.52	- 11.7	18.5	.80	1.8		3 mos.	09-86	960.3	845.6	33.4	27.7	.43	.34	980.3	845.6	33.4	27.7	.43	.34
Relston Purina	N	76.13	.75	1.0	76.50	74.88	78.50	49.38	10,825	1.42	1.81	- 21.8	22.2	1.10	1.4		fiscal	09-86	1604.2	1428.2	(34.5)	58.9	(.45)	.73	5514.6	5863.9	263.6	256.4	3.43	3.15
Ryanolds Metal	N	45.00	.13	.3	50.00	44.00	52.75	37.38	16,641	7.73	2.21	249.8	29.0	1.00	2.2		9 mos.	09-86	910.8	875.8	23.0	(303.8)	.91	(14.02)	2775.0	2808.7	51.3	(293.2)	1.91	(13.56)
Ryzoff-Benton	N	28.88	- 1.63	- 5.3	30.75	28.75	32.38	22.50	1,637	2.36	1.48	58.4	29.5	.80	2.1		6 mos.	10-86	278.3	247.0	2.3	2.5	.33	.36	545.6	489.9	3.9	5.7	.56	.82
Ryder Co	N	23.13	1.13	5.1	23.38	21.88	23.38	15.13	470	1.53	.98	56.1	NM	.00	.0		fiscal	10-86	74.3	22.7	(1.0)	1.6	(.55)	.42	258.9	87.7	2.4	4.5	21	1.45
Sara Lee	N	38.00	.75	2.0	38.63	37.75	39.63	23.56	14,039	1.32	1.13	16.8	18.8	1.00	2.6		3 mos.	09-86	2080.0	1944.6	53.0	46.9	.48	.42	2080.0	1944.6	53.0	46.9	.48	.42
Scott Paper	N	72.38	5.63	8.4	73.50	66.75	73.50	49.50	7,520	2.01	1.59	26.4	14.9	1.36	1.9		9 mos.	09-86	820.6	765.6	38.2	56.3	1.01	1.24	2450.6	2222.9	133.6	151.5	3.56	3.21
Shelby Wms	M	17.25	.00	- 10	17.38	17.00	28.00	14.38	1,875	1.80	1.53	17.8	19.4	1.16	.9		9 mos.	09-86	33.6	30.1	2.3	2.2	.22	.21	94.2	84.2	6.0	5.3	.58	.51
Smucker, J.M.	N	47.13	- 1.38	- 2.8	48.88	46.25	50.00	37.25	276	.38	.50	- 24.0	21.2	.60	1.3		6 mos.	10-86	78.1	71.5	4.3	4.3	.59	.57	147.5	135.6	8.8	8.4	1.20	1.13
Staley Corp	N	27.75	.50	1.8	27.88	26.38	34.63	22.88	11,652	4.03	4.66	- 13.5	31.5	.80	2.9		fiscal	09-86	863.9	738.4	10.2	(5.5)	.63	(.20)	2988.4	2707.9	26.2	6.6	.88	.19
Specs Corp	N	33.50	- .36	- 1.1	34.00	31.50	34.00	22.38	2,963	.88	1.07	- 36.4	24.3	.28	.8		3 mos.	09-86	738.7	734.7	16.2	14.2	.37	.33	878.0	734.7	16.2	14.2	.37	.33
Tyson Food Inc	M	27.75	- 2.00	- 6.7	28.75	27.75	37.75	14.75	5,743	1.36	1.10	22.7	23.5	.04	.1		fiscal	09-86	480.0	291.1	14.6	8.7	.34	.20	1503.7	1135.7	50.3	34.8	1.18	.88
Wahlit Co	M	27.25	1.75	4.9	27.25	26.50	27.25	16.75	248	.47	.94	- 50.0	13.8	.00	.0		9 mos.	09-86	55.0	42.0	2.6	1.9	.10	.41	148.1	113.9	7.3	5.6	1.44	1.22
Wilson Foods	M	10.50	.00	.6	10.88	10.25	11.13	5.38																						

**More operators
bank on seafood**

Cover story/Focus section



**Col
gro**

Walkup's Midwest Report/Page 43

**to former
Ciaobella'**

Battle of the trattorias/Page 3

Nation's Restaurant News

The Weekly Newspaper of the Food-Service Industry



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February 2, 1987



NRN Photo

Owner Ronn Teitelbaum behind the counter of Johnny Rockets in Los Angeles.

Hot Johnny Rockets lifts off

Newest entry in rock-'n'-roll diner revival

By Richard Martin

LOS ANGELES — Some of Ronn Teitelbaum's friends and consultants saw only a blueprint for disaster when the would-be restaurateur sketched out his \$250,000 plan to launch the Johnny Rockets malt shop here on trendy Melrose Avenue.

"They told me I just could not do enough

business with 20 seats to make it pay," remembered the 48-year-old food-service novice, who until two years ago owned a swank international chain of haberdasheries.

Skeptics cautioned Teitelbaum that customers wouldn't wait for Johnny Rockets' 20 counter seats to turn over during peak meal periods.

(See **ROCKETS**, page 63)

Pizza 'swap-out' hits small chains

Regional operators grab cash as majors push hard for share

By Peter Romeo

NEW YORK — The pizza business is aflame with acquisition activity, with chains buying chains, franchisors swallowing franchisees, licensees acquiring their parents and newcomers purchasing a growth vehicle into the market.

"It's not a shakeout; it's a swap-out," declared David McKenzie, senior vice president of marketing for Texas-based Mr. Gatti's, a 331-store pizza chain that has acquired 44 outlets since last spring. "The number of units is staying the same, but their signs are changing."

The deals have included such major transactions as Pizza Hut's acquisition of 100 Straw Hats from Marriott and Greyhound's purchase of 75-unit Cassano's.

But most of the sellers have been small companies that appear to feel the time is right to

cash in their entrepreneurial endeavors.

"We had people calling us," said Joseph J. Fitzsimmons, chief financial officer of National Pizza Co., a Pizza Hut franchisee that in the last nine months has swallowed 73 Pizza Huts franchised to others.

Pizza Transit Authority ends operations, page 2

"The average Pizza Hut franchisee has probably been in the business about 15 years. A lot have decided now's the time to get out."

"Smaller guys are saying, 'Let's get out while the getting's still good,'" said Dave Deal, vice president of finance and administration for 1,300-unit Little Caesars. "It's a natural evolution of the segment."

"Mom-and-pops may not want to get into home deliv-

(See **PIZZA**, page 63)

FOOD



WATCH

Flowers bloom on the plate

Nasturtiums, lilies, borage flowers, violets, squash blossoms and other edible flowers are being used as ingredients and garnishes in restaurants around the country for both their beauty and flavor.

Violets, noted for their color and sweet taste, are a favorite bloom at Chez Panisse in Berkeley, Calif. An ice cream flavored with seeped violets is garnished with the fresh petals and served as a fixed-price menu item. Last New Year's Eve the restaurant also served violets that had been carefully sugar-coated and then dried to form a delicate candy. A chiffonade of rose petals and mixed greens was offered that evening as well.

Christopher Gross, the chef at Vincent's French Cuisine in Scottsdale, Ariz., prepares an arugula and arugula blossom salad when the flowers are in season. He also serves a lobster salad made with the peppery-tasting nasturtium and fresh truffles.

Jeremiah Tower's Stars in San Francisco features a warm appetizer of zucchini blossoms filled with goat cheese. And the pastoral-sounding Arcadia in New York folds violet petals into a lemon sorbet and serves quail on lightly wilted dandelion stalks for a taste contrast, according to chef Anne Rosenzweig.

Additional food news, page 8 and elsewhere inside

KFC unveils 'chicken littles'

Targets new business with 1-oz. sandwiches

By Rick Van Warner

LOUISVILLE, Ky. — Kentucky Fried Chicken has unveiled miniature 39¢ chicken sandwiches through a 45-store test here and in Dayton, Ohio.

The chain hopes individually wrapped, 1-oz. "chicken littles" will boost new sales at lunch, a

daypart it has strived to build in recent months. KFC has bombarded the two test markets with extensive television and print advertising.

"We're going after the sandwich category to increase our lunch business," said Richard Mayer, KFC chairman and chief executive.

(See **KFC**, page 63)

Revamped lunch boosts Po Folks traffic by 11%

NASHVILLE — Po Folks said it has raised midday traffic by 11% through the rollout of a new lunch menu featuring 15 entrées priced at less than \$3 and eight side dishes offered for less than \$1.

The chain has also expanded a test of breakfast service, extended its line of broiled entrées and clamped down on labor costs with new scheduling guidelines for unit managers. Meanwhile, the company has

continued its one-unit trial of a food bar similar to those featured in discount steakhouses.

The flurry of activity follows a year in which Po Folks lost \$7.7 million. The organization, which also operates 137 franchised Wendy's, defaulted on several loan agreements, prompting one bank to notify it that its \$10 million credit line will be discontinued in April.

(See **PO FOLKS**, page 18)

PoFolks

Fast Folks

15 Minute Lunch Guarantee

OVER 20 LUNCHES

\$2.99 OR LESS

You'll be served in 15 minutes from the moment your order is taken, or your lunch is FREE!

11 AM-4 PM • Monday through Friday

A Po Folks promo piece.

Columbus breeds new restaurants to compete with Cincinnati

Now even Cincinnatians will head north for a hip dinner

By Carolyn Walkup

COLUMBUS, Ohio — In the old days, if Columbus residents wanted a good restaurant meal, they drove to Cincinnati.

Otherwise, the best they could hope for was spaghetti and meatballs and meringue pie, according to veteran restaurant critic Doral Chenoweth. "Columbus was second fiddle to Cincinnati when it came to cuisine," he recently wrote.

While some would argue that Cincinnati still is Ohio's culinary capital, Columbus now boasts good restaurants of its own.

Lindey's—a bistro that opened five years ago in German Village, an urban restoration district that is home to local yuppies and others who make the society pages—may have spawned today's swing toward trendy restaurants. Two of the town's newer restaurants, Rigsby's Cuisine Volatile and 489 City Park, have owners or chefs from Lindey's. And Fifty at Crosswoods, another new restaurant, is capitalizing on the popularity of Cajun dishes and seafood.

A glance at demographics helps to explain why Columbus. (See COLUMBUS, page 17)



N/RN photo

The namesake of Rigsby's Cuisine Volatile, Kent Rigsby, is "still educating some people" about Californian and European cuisine. Ideas spring from open kitchen seen in background of photo.

Pizza Transit Authority is deep-sixed by losses and litigation

By Rick Van Warner

LEXINGTON, Ky. — Swelling operating losses and sticky litigation forced Silver's Enterprises to terminate Pizza Transit Authority, a 13-year-old delivery-only concept, the company said.

Nearly one year ago, Pizza Transit's founder and chairman, James Cherney, sold his 56% stake in the 26-unit chain for \$500,000 to Pizza Delivered Quick, a two-unit franchisee owned by Silver's principal, Don K. Poole. When Silver's, a 60-unit Long John Silver's franchisee, assumed management of the chain, it discovered a host of hidden problems, said Silver's president, Jay Rutherford.

"We inherited a lot of problems that were not known to us previously," Rutherford said, declining to elaborate. "We put a lot of money into it [Pizza Transit] and tried to make it profitable, but from a business standpoint, we will not make more of a long-term financial commitment. We're upset that we had to make this decision."

Pizza Transit had two company units and 24 remaining franchisees when it ceased operations a few weeks ago. A majority of the franchisees were in default, Rutherford said. Silver's has satisfied all of Pizza Transit's financial obligations, he added.

Silver's plans to sell the company-owned stores, Rutherford said. Profitable franchises will likely operate independently under different names.

Originally a private franchisor that successfully capitalized on home delivery's popularity, Pizza Transit Authority went public in March 1985. It planned to open four company stores and develop a one-number, computerized central ordering system.

Growth plans really never got off the ground. Following modest earnings of nearly \$150,000 in fiscal 1984, the company posted a loss in excess of \$500,000 for fiscal 1985. During the first nine

months of fiscal 1986, it showed a net loss of \$733,585.

Last June five of the company's eight directors, including Don K. Poole, resigned, saying the firm could not find adequate liability insurance for directors and officers.

At the time, Thomas Swango, a prospective suitor, sued the firm for \$4.5 million, charging that PTA and Cherney reneged on an agreement to sell Cherney's majority stake to Swango.

Rutherford said that although the inability to deal with litigation contributed to the decision to close PTA, it was not the primary factor.

LATE NEWS DIGEST

El Torito launches 'grill'

NEWPORT BEACH, Calif. — El Torito has launched a new concept here called El Torito Grill. The 220-seat Southwestern-Mexican cuisine restaurant features such trendy foods as blue corn tortillas, shoestring fried yams and mango-red onion salsa. The exhibition kitchen features *la parilla*, a mesquite grill-rotisserie unit, and a *comal*, the traditional tortilla-baking "stone," which has been modified into a rotating, 4-ft.-wide disk of stainless steel. All entrées are priced at less than \$9. Management projects \$2 million or more in first-year sales.

Naugles buyout completed

LOS ANGELES — Collins Foods International Inc., owner of 92% of Naugles Inc., said it planned to buy the remaining 2.2 million shares of Naugles for \$4.50 a share in Collins common stock. The deal is valued at \$9.9 million. Collins, a major Kentucky Fried Chicken franchisee, also owns 70% of Sizzler Inc.

Carl's to test debit card

ANAHEIM, Calif. — Carl Karcher Enterprises said its Carl's Jr. fast-food chain will accept the Arco PayPoint debit card as an alternative to cash during a six-month test starting in May at 35 outlets in Sacramento and San Joaquin Valley, Calif. PayPoint has 13 million card holders from 42 financial institutions. Users would pay a 10¢ transaction charge.

Arby's tests new sandwich

ATLANTA — Arby's is testing a roasted-chicken sandwich and several new variations on its signature roast beef sandwich, according to Ira Herman, chief operating officer. He also said company-operated stores are now selling Froz Fruit fruit-juice pops.

4.3

WALL STREET UPDATE

Index up to 171.0

NEW YORK — The *Nation's Restaurant News* Stock Index rose 4.3 points in the week ended Jan. 23, closing at 171.0. Declining issues outnumbered advancing issues, 76 to 56.

(Full report and tables, pages 64-66.)

Bob Evans eyes Texas

COLUMBUS, Ohio — Bob Evans Farms is eyeing its new restaurant concept, a coffee shop called Owens, as a growth vehicle in the Texas market, a spokeswoman said. Construction of a prototype Owens Family Restaurant has begun by Owens Country Sausage, a Richardson, Tex.-based meat processor, shortly before its acquisition by Bob Evans.

Rax plans hotel outlet

NASHVILLE — Rax franchisee Muskingum Restaurant Corp. is developing the fast-food chain's first outlet in a hotel. The unit, in a Days Inn at Vanderbilt University here, will provide room service, breakfast and catering.

Whole-grain pizza tested

WICHITA, Kan. — Pizza Hut is testing a new pizza, called Golden Pan, according to a franchisee. The new product is made with a whole-grain crust.

Agency boss discharged

NEW YORK — Joseph W. O'Donnell has been dismissed as chairman of J. Walter Thompson Co., the giant ad agency whose accounts include Burger King.

INSIDE THIS ISSUE

Arby's is using a little psychology to get burger-oriented folks to consider its roast beef sandwich. *Page 11.*

Vie de France is trying to refine and expand its bakery-cafe concept through the acquisition of a 15-unit chain and franchise agreements for eight other restaurants. *Page 22.*

Restaurateurs in Columbus, Ohio, are tackling a severe worker shortage in a variety of ways. *Page 43.*

Consumers told Gallup pollsters that they are more interested in ordering salad than soup when they dine in restaurants. *Page 48.*

Innovation, not efficiency, is the major cause of the drop in restaurant productivity tracked by the federal government. *Page 51.*

An entrepreneur is betting \$2 million that his flashy waterfront restaurant complex can draw crowds in Perth Amboy, N.J. *Page F4.*

Sen. Edward Kennedy said he plans to introduce a bill this month that would raise the minimum wage. A hefty wage hike has already been proposed in a House bill. *Page F6.*

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COVER STORY

SEAFOOD SURGE SHOWS FEW SIGNS OF SLOWING

By Paul Frumkin
Seafood Broiler recently completed a two-week promotion in which half of a lobster with shrimp was offered for \$8.95. When the sales figures were finally tallied, the 27-unit seafood dinnerhouse chain discovered that more than 800 cases of lobster weighing about 35 lbs. each had been sold.

More to the point, though, that single promotion netted the California chain a 10% sales increase.

Clearly, the phenomenal growth in the popularity of fish and shellfish has yet to peak in this country. Customers just can't quite seem to get enough. An estimate by the National Fisheries Institute in Washington, D.C., indicates that seafood consumption rose to 15 lbs. per person last year—an increase of one-half pound over the 1985 figure.

This demand is expected to push the 1987 value of seafood shipments in the United States up 3.9% to more than \$5 billion—an increase of \$200 million over estimated 1986 figures, according to the U.S. Department of Commerce.

And yet, with the boom in fish and shellfish consumption has come a virtual explosion in prices—chiefly as a result of increased demand coupled with a weakening of the dollar on overseas markets from which we still purchase more than 60% of our total supply.

"During 1986 average prices escalated between 7% and 10%—more than in any other part of the economy," said Lee Weddig, executive vice president of the National Fisheries Institute. The general inflation rate for 1986 was 1.9%.

While chain executives and restaurateurs are reveling in the increased sales, they are also beginning to be fearful that higher wholesale prices—which, by necessity, are reflected in increased menu prices—will soon cool the public's ardor for fish and seafood. "I worry about the high prices," said Charles Sarkis, president of the Westwood Restaurant Group. "I worry about when the elasticity of prices will finally hit the customers, and they'll say, 'This is way too expensive. I'm not going to buy this.'"

Sarkis—who operates three Famous Atlantic Fish Co. restaurants in the Boston area and West Palm Beach, Fla., as well as Joe's American Bar & Grill in Boston—pointed out that scrod cost only \$1.20 per pound three years ago. Today the price has leaped to \$5. "Pricing has gone crazy," he continued. "We used to be able to sell a 12-oz. portion of fish for \$6.95. Now the same-sized portion sells for \$9.95."

And not all of that price increase is being absorbed by menu increases. "We used to work on a 32% to 33% food cost," Sarkis said. "That runs about 40% now."

The "high demand, high prices" dilemma has forced executives and restaurateurs to reexamine their strategies for purchasing and merchandising fish and shellfish. The first line of defense, at least for the chains, is to buy in quantity. With 442 units in the U.S., Canada and Japan, the Red Lobster seafood dinnerhouse chain is able to exert considerable buying power. According to spokesman Dick Monroe, Red Lobster purchased more than 50 million lbs. of seafood in 1986. "We have long-

term relationships with our suppliers," Monroe said, "and we're able to make some long-term commitments. But even so, you still have to buy smart."

To help hold down menu prices, Seafood Broiler also purchases in quantity. Spokeswoman Lenore Leone said that one reason Seafood Broiler has been able to maintain prices is the fact that they have "cornered the market with one distributor."

"We account for about 55% of his business," Leone said.

But what about the independents and smaller chains that are unable to exert any significant buying pressure on suppliers? What are their options? Many smaller buyers are now saying that "purchasing flexibility" is essential to maintain lower prices these days.

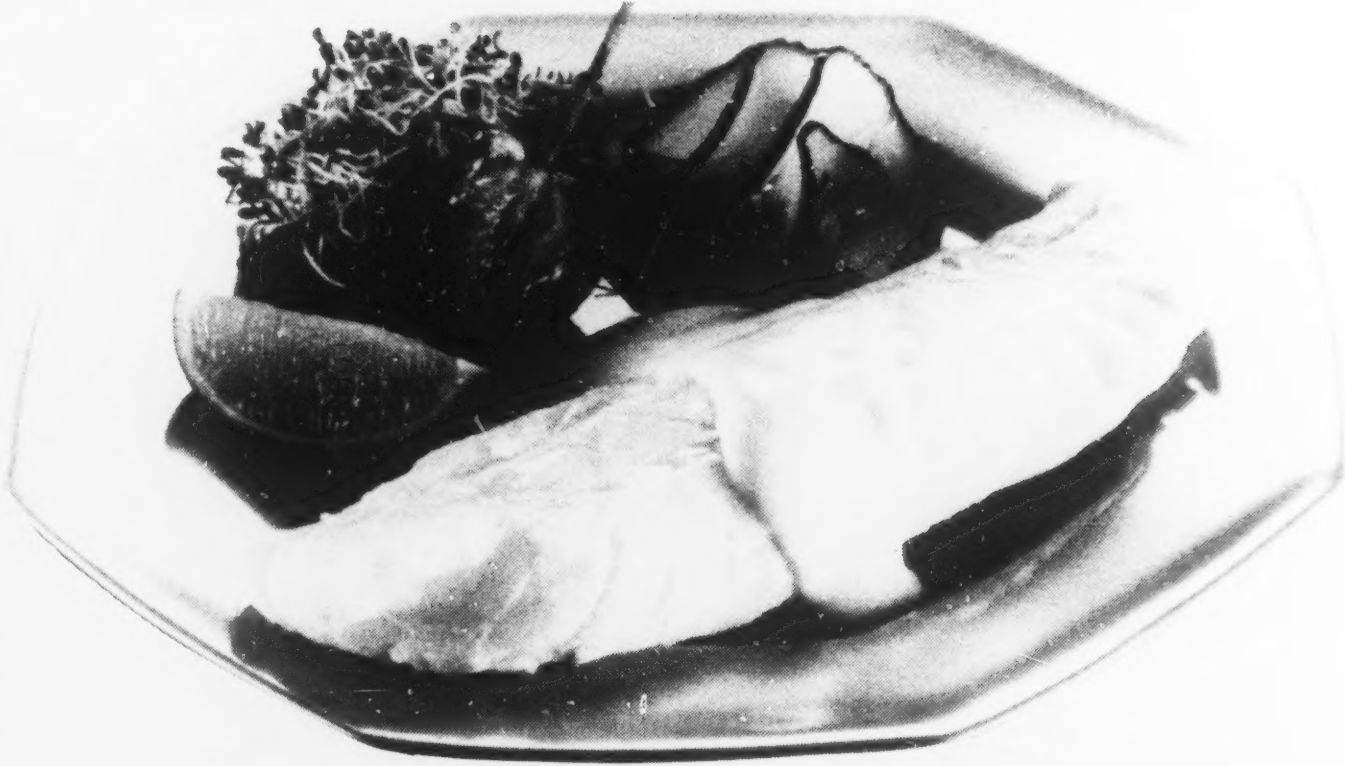
"We've kept menu prices in line by adding some of the more underutilized species as specials," said Bob McKay, assistant director at New York's Sea Grill, an upscale seafood restaurant operated by Restaurant Associates.

"Rather than sell only the higher-priced seafood items, we look for some alternatives, too," he added.

Sarkis agreed, asserting that the substitution of underutilized or less expensive varieties is evidently one of the solutions to the pricing problem—a solution made somewhat easier by the fact that Americans are now willing to try new fish and seafood. "We're bringing in a lot of bluefish, monkfish, Florida kingfish, pollock," he said. "Five years ago we couldn't even sell pollock."

And in addition to those species previously mentioned, restaurants are also offering fish with odd names like dogfish, blowfish, roughy, drum and tautog. Fresh regional fish, such as pompano, grouper, cobia and ladyfish from the Gulf of Mexico or kingclip and shark from South America, are also being highlighted on menus across the country—in part because of improved overnight air shipments.

One of the hotter regions with seafood purchasers at the moment appears to be the Hawaiian Islands. Restaurants on both coasts are featuring such local catch as *ahi*, *wahoo*, *ono*, *opaka* and *onaga*—in addition to the old favorite, *mahi-mahi*. Operators are seeing mixed results with such fish, however. Skipjack's in Boston is gaining a reputation in the area by offering a wide range



'There's a real fetish in this country about using fresh fish. Hell, if it's 10 days old, it's not so fresh anymore.'

—Lee Weddig, National Fisheries Institute

of Hawaiian seafood. But at the Famous Atlantic Fish Co., which has also put some Hawaiian species on the menu, customers "aren't knocking down the doors," Sarkis observed.

And while the general public appears to be inclined to experiment more with new fish and shellfish varieties, restaurants must work a little harder to sell the less familiar varieties. "Customers need a point of reference before they buy something they haven't tasted before," McKay said. "For instance, if we're offering pompano one night, we may instruct our service staff to tell the customer that it's more firm-fleshed than red snapper but still light and delicate." The staff has to know how to sell it.

Another method of keeping menu prices stable is for the restaurateur to create a more elaborate dish he can charge a little more for. Bill Gillespie, co-owner of the Shore Bird restaurant in Princeton-by-the-Sea, Calif., explained his restaurant has traditionally offered broiled seafood. With the increase in seafood prices, however, he said his kitchen is able to offset prices "by offering dishes with sauces or stuffings. Then we can add on a couple of dollars."

Pan-blackening also continues to be a popular method of preparation. According to Sarkis, his restaurants will blacken any fish a customer requests. "Blackened fish accounts for 20% of all sales at our Famous Atlantic Fish Co. restaurants," Sarkis noted.

Restaurateurs—and chain executives in particular—say they are also able to hold the line on prices by purchasing commercially cultivated fish, also known in the industry as aquaculture. Touted by some as the wave of the future, commercial cultivation is clearly

helping to keep a lid on the prices of certain varieties—in addition to maintaining a steady supply.

While experiments in aquaculture continue to move ahead in the United States, other countries, such as Norway, Chile and New Zealand, are also putting their commercially raised fish on the market. Salmon, in particular, has proved to be a species that lends itself to this type of production, as prices have decreased as a result. Both Red Lobster and Seafood Broiler have been purchasing commercially raised Coho salmon, trout and catfish.

"We buy as much as we can from aquaculture," Monroe said. "Prices remain pretty stable. You don't have to worry about the weather, and if the demand increases, more fish are raised the following year."

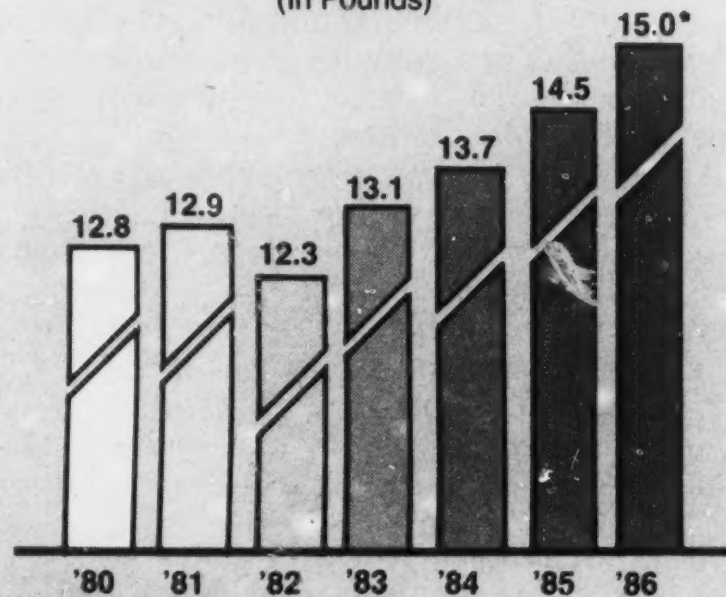
Highly processed seafood—such as surimi—appears to be gaining in popularity as well. According to Weddig, more than 100 million pounds of "surimi-based product" were sold last year, and it is likely that even more will be sold in 1987. "I think we'll begin to see a lot more processed seafood products in development in the future," he said. "Restaurateurs are finding that it works well in dishes such as seafood salads and stuffings."

Weddig also said he is seeing a trend toward the use of high-quality frozen product. "A lot more effort is being made to produce quality frozen seafood," he said. "If people can be assured of quality in a frozen product, I think there'll be a movement toward it."

"There's a real fetish in this country about using fresh fish," he continued. "Hell, if it's 10 days old, it's not so fresh anymore. It's just not totally logical."

Sarkis said he had not yet looked at frozen seafood as an alternative to high-priced fresh items, but added, "If prices keep going up the way they have been, people who have been using only fresh fish will be forced to consider them."

PER CAPITA SEAFOOD CONSUMPTION
(In Pounds)



Source: National Fisheries Institute

*estimated

Gallup: Salad interests consumers more than soup

Respondents prefer fresh fruit with lime

By Karen Bruno
PRINCETON, N.J. — Consumers are more interested in ordering salad than soup when they dine out, and fruit salad is their favorite, according to a Gallup Organization survey of soup and salad preferences.

Nearly two-thirds (66%) of a nationally representative sample of adults said they would be "very interested" in ordering a fresh-fruit salad with lime dressing, one of the varieties offered by the Gallup poll.

In most American restaurants, salad is served as an appetizer before the main course, not as a "palate cleanser" after the entrée, as in many European countries. Therefore, they included many new and unusual salads in the survey, not the standard variety composed of greens, oil and vinegar.

However, Americans do tend to stick to the tried and true when they order from either the salad or soup menus.

Such common items as shrimp salad and potato salad were nearly tied in second place, with 49% and 47% of the "very interested" responses. The potato salad preferred was made with tarragon-flavored mayonnaise, which may have kept some less adven-

turesome customers away.

Only 26% of the respondents selected the curried chicken salad with apples and walnuts—corresponding to the percentage selecting an Oriental broccoli salad with water chestnuts.

The fancier or more unusual the salad, the less likely it was to be chosen: French beef salad with hard-boiled egg and tarragon and Dijon-flavored vinaigrette scored 22%; a tri-color salad of snow peas, bell peppers and cauliflower captured 19%; and a green bean salad with a spicy peanut dressing got 17%.

A majority of respondents said they were not at all interested in the corned beef salad (64%).

A greater proportion of women than men selected the curried chicken salad (29% vs. 22%), the Oriental salad and the tri-color salad, which can be explained in part by women being more likely than men to order vegetable dishes.

It is considered surprising that an equal percentage of men and women liked the French beef salad and corned beef salad, contrary to the expectation that such hearty dishes might appeal more to men than women.

More non-whites than whites were very interested in the

shrimp salad (60%). And a higher percentage of baby-boomers than other groups said they would be very interested in ordering either the shrimp salad, Oriental broccoli salad or French beef salad.

The Oriental broccoli salad and the tri-color salad was more appealing to women and whites than to men or non-whites. But Southerners were less apt than other geographic groups to express interest in those two salads.

Finally, potato salad was the salad of choice for a majority of those respondents who did not have a high-school diploma and earn less than \$20,000 a year.

Familiarity helped with the soups, too. Thirty-six percent

RESPONDENTS' INTEREST IN SOUP/ SALAD COMBINATIONS

Based on Those Very Interested in Each Type of Soup

Very Interested in Salad

Soup	Fruit	Shrimp	Potato	Chicken	Broccoli	French Beef	TriColor	Green Bean	Corned Beef
Chicken	77%	59%	64%	38%	31%	32%	25%	24%	19%
Chili bean	73	53	65	32	28	33	26	24	17
Wild mushroom	78	66	55	40	43	35	34	24	18
Leek & potato	79	61	59	42	42	34	35	28	18
Swiss cheese	81	63	52	46	51	39	35	27	19
Tomato basil	82	57	62	40	38	30	32	31	16
Scallop	79	74	50	40	46	40	35	22	18
Lentil & sausage	78	70	56	38	40	41	32	28	23
Mussel	70	79	43	48	57	42	41	35	23

Based on Those Very Interested in Each Type of Salad

Very Interested in Soup

Salad	Chicken	Chili Bean	Wild Mushroom	Leek & Potato	Swiss Cheese	Tomato Basil	Scallop	Lentil	Mussel
Fruit	42%	39%	34%	32%	30%	30%	24%	18%	8%
Shrimp	43	39	39	34	32	28	31	23	12
Potato	49	49	34	34	28	32	22	19	7
Curried chicken	53	44	45	44	44	37	31	23	14
Broccoli	42	37	48	43	48	35	35	24	16
French beef	51	52	46	41	44	32	37	29	14
TriColor	47	49	52	50	46	40	37	27	16
Green bean	52	52	43	47	41	45	28	27	16
Corned beef	62	56	49	46	43	36	33	32	16

Source: Gallup Organization

of the customers named cream of chicken with sweet corn soup and chili bean soup very interesting menu offerings.

Nearly one-third of the respondents (29%), the majority of whom are college graduates with incomes of \$30,000 and more, were interested in the wild mushroom soup. That same demographic group was less interested in either the chicken or chili bean soup, however.

Nearly one-third, or 27%, of the respondents said they were very interested in the leek and potato soup with grated cheddar cheese. One in four respondents selected Swiss cheese soup with grated vegetables. Tomato basil soup and the cream of scallop soup scored 24% and 20%, respectively.

Finally, one in six adults (16%) was very interested in the potent lentil and smoked sausage soup. A scant 8% of the respondents picked mussel soup with saffron.

Men seemed more interested than women in hearty fare, such as chili bean soup and lentil soup, while women opted for lighter dishes, such as Swiss cheese or tomato soup.

Since soup and salad often constitute a full meal at lunchtime, various combinations of the two were tested: A majority of those very interested in corned beef salad were also very interested in either cream of chicken soup (62%) or chili bean soup (56%).

This group of respondents appeared to be interested in eating a substantial and filling lunch.

The fruit salad was most interesting to those who liked tomato soup, and more respondents who selected potato salad also choose chili bean soup to go with it. The survey report also throws light on combinations.

Both fruit salad and tomato soup have an acidic taste, while potato salad and chili beans are starchy. Thus, individuals who opt for such combinations may have a sweet or starchy craving.

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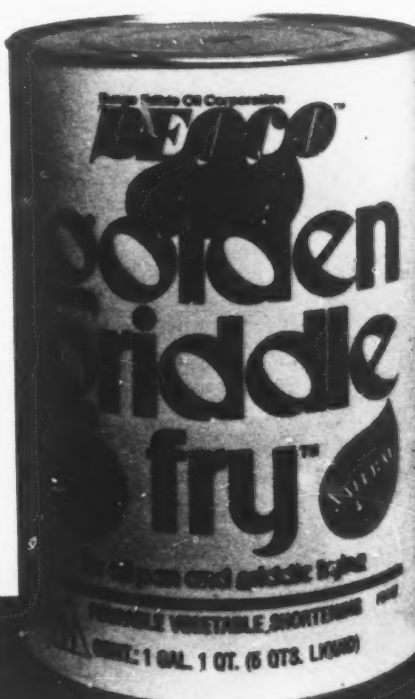
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